



Request for Proposals: Market Research

ORGANIZATION:

District of Columbia Health Benefit Exchange Authority (HBX)
One Judiciary Square, Suite 870 North
Washington D.C. 20001

The DC Health Benefit Exchange Authority (HBX) was established by a requirement of Section 3 of the Health Benefit Exchange Authority Establishment Act of 2011, effective March 3, 2012 (D.C. Law 19-0094). The mission of the HBX is to implement a health care exchange program in the District of Columbia in accordance with the Patient Protection and Affordable Care Act (PPACA), thereby ensuring access to quality and affordable health care to all DC residents. The health care exchange program will enable individuals and small employers to find affordable and easier-to-understand health insurance and assist small employers in purchasing qualified health benefit plans for their employees. The exchange will facilitate the purchase of qualified health plans and assist individuals and groups to access programs, premium assistance tax credits and cost-sharing reductions.

PURPOSE & OBJECTIVE:

The purpose of this RFP is to solicit proposals from highly qualified firms to (1) conduct a series of focus groups with residents and small business owners located in the District of Columbia (DC); and (2) conduct a telephone survey of DC residents with a focus on uninsured and underinsured residents.

The objective is to better understand the information needs, language and cultural competencies, and related information regarding DC residents and small business owners to assist in conducting public education and outreach consistent with the provisions of the Patient Protection and Affordable Care Act of 2010 (Public Law 111-148), as amended by the Health Care and Education Reconciliation Act (Public Law 111-152) (the ACA), which require Health Benefit Exchanges to:

- (A) conduct public education activities to raise awareness of the availability of qualified health plans;
- (B) distribute fair and impartial information concerning enrollment in qualified health plans, and the availability of premium tax credits and cost-sharing reductions;
- (C) facilitate enrollment in qualified health plans;
- (D) provide referrals to any applicable office of health insurance consumer assistance or health insurance ombudsman, or any other appropriate agency for any enrollee with a grievance, complaint, or question regarding their health plan, coverage, or a determination under such plan or coverage; and
- (E) provide information in a manner that is culturally and linguistically appropriate to the needs of the population being served by the Exchange or Exchanges.

Scope of Work:

The contractor will conduct focus groups that include:

- Lower-income, uninsured or underinsured individuals;
- Moderate-income uninsured or underinsured individuals;
- African-American individuals;
- Latino/Hispanic individuals;
- Young adults (25-40 years old);
- Business owners with 3-10 employees;
- Business owners with 11-50 employees; and
- A mix of industries, including service sector and professional services.

In addition, the contractor will conduct a telephone survey of a representative sample of District residents that includes:

- Adults ages 18-64; and
- An oversample of uninsured adults.

Finally, the contractor will develop strategic reports following each research stage that will make clear recommendations to the HBX for marketing and implementation of DC's Exchange.

Requirements:

The contractor shall:

- Organize all preliminary work leading up to the focus groups and telephone survey;
- Collaborate with HBX to develop questions for focus group and survey participants;
- Organize and lead all logistics; and
- Conduct a presentation reporting on the results and information learned and recommendations for potential message development.

SCHEDULE:

Field work should be conducted and completed in April and May, with results and recommendations made to the HBX in May and June. The project must be completed no later than June 30, 2013.

Proposals should be delivered electronically to Sandra E. Robinson, Senior Deputy Director for Operations (sandrae.robinson@dc.gov) by 4:00 pm, April 8, 2013. HBX will review proposals and select the winning one by April 12, 2013. Work will begin no sooner than April 15, 2013.

**MINIMUM
REQUIREMENTS:**

Consultants responding to this solicitation must demonstrate in their proposal responses the following:

- (1) Expertise in assembling and conducting focus groups that are representative of the District's diverse population;
- (2) Experience in conducting culturally sensitive population research;
- (3) Knowledge and experience in health care insurance (public and private) and delivery matters; and
- (4) Knowledge and experience working with state-based insurance exchanges or similar organizations.

**VALUATIVE
CRITERIA:**

Organizations wishing to be considered should provide, in writing:

- A. The name and full contact information of your company and, if applicable, any other entity or entities comprising your team.
- B. Credentials of key individuals proposed as members of your project team.
- C. A list and description of three projects completed within the previous three years that are similar in scope to the proposed project.
- D. A description of your project methodology.
- E. An approximate timeline for each phase of the project.
- F. A detailed fee proposal (to the greatest extent possible) for each phase – cost for service, hourly rates, anticipated out-of-pocket expenses, etc.
- G. Any additional information that may make your company uniquely qualified for this consulting engagement with HBX.